

PHILIP MORRIS INCORPORATED

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

FOR IMMEDIATE ATTENTION

TO: Distribution

FROM: G. C. Adkins

SUBJECT: FTC v. Brown & Williamson (Barclay)

DATE: July 29, 1983

Philip Morris has been served with a subpoena from Brown & Williamson in the action brought by the Federal Trade Commission earlier this month seeking to enjoin Barclay advertising. The subpoena requires us to produce certain documents by August 5 and, accordingly, we shall need your prompt cooperation in collecting and delivering to us all documents in your possession, or in the possession of those working under your supervision, that are located within the United States and relate in any way to Barclay or Kool Ultra cigarettes.

By way of illustration (but not limitation), such documents would include any having to do with (1) the device known as the "Puff Parameter Analyzer" developed by Philip Morris in the early stages of the Barclay controversy, (2) the U.S. Testing Company's study based on the PPA, or (3) the determination of cigarette "tar" or nicotine deliveries by any method other than machine smoking in accordance with the FTC or Ogg method.

If possible, please have the described documents delivered to me or, for those of you located in Richmond, to Warren Claflin by the close of business on Monday, August 1, and let me know if you have questions about the scope of this request.

/amt

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Distribution: Messrs. G. Weisman
R. R. Millhiser
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J. C. Bowling
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Drs. W. H. Dunn
R. Egan
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R. B. Seligman

cc: Messrs. T. F. Ahrensfield
E. J. T. Flanagan
A. Holtzman
O. C. Smith
F. S. Newman
A. I. Palmer, Jr.
J. I. Chapman
Ms. C. O. Flinn

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